

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:

Assistant Commissioner for Patents  
Washington, D.C. 20231

On 3-20-03

TOWNSEND and TOWNSEND and CREW LLP

By: Karen Karlin

Attorney Docket No.: 017887-004600US

PATENT

GP/2163.  
#2  
157

24-1-03

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JACOBY et al.

Application No.: 09/773,943

Filed: January 31, 2001

For: SYSTEM FOR DYNAMIC  
GENERATION OF ONLINE  
STREAMING MEDIA  
ADVERTISEMENTS

Examiner: Not Yet Assigned

Art Unit: 2163

INFORMATION DISCLOSURE  
STATEMENT UNDER 37 CFR §1.97 and  
§1.98

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

RECEIVED  
MAR 26 2003  
GROUP 3600

The references cited on attached form PTO/SB/08B are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

Also enclosed is a copy of the Search/Examination report corresponding to the PCT application.

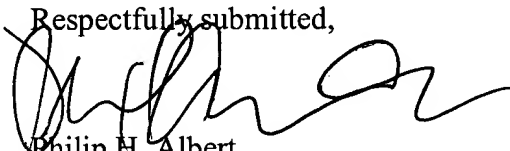
As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Philip H. Albert  
Reg. No. 35,819

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, 8<sup>th</sup> Floor  
San Francisco, California 94111-3834  
Tel: 415-576-0200  
Fax: 415-576-0300  
MTD:mtd  
SF 1443066 v1



PTO/SB/08B (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitution for form 1449B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			<b>Complete if Known</b>	
			Application Number	09/773,943
			Filing Date	January 31, 2001
			First Named Inventor	Jacoby, Ronald, et. al.
			Art Unit	2163
			Examiner Name	Not Yet Assigned
Sheet	1	of 1	Attorney Docket Number	017887-004600US

U.S. PATENT DOCUMENTS					
Examiner	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number Kind Code <sup>2</sup> (if known)			
	AA	US-5,948,061	09/07/1999	Merrimann et al.	
	AB	US-5,974,398	10/26/1999	Hanson et a.	
	AC	US-6,006,257	12/21/1999	Slezak	
	AD	US 6,029,200	02/22/2000	Beckerman et al.	
	AE	US 6,044,376	03/28/2000	Kurtzman, II	
	AF	US 6,415,327	07/02/2002	Beckerman et al.	
	AG	US app. 2002/0059099 A1	05/16/2002	Coletta	
	AH	US app. 2002/0073220 A1	06/13/2002	Lee	
	AI	US app. 2002/0082913 A1	06/27/2002	Li	
	AJ	US app. 2002/0091764 A1			

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS			
Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	AK	Schwartz, "How Streaming Media Works", Virginia Tech Faculty Development Workshop, Fall 1999, 2 pages.	
	AL	RealNetworks.com, "Beginner's Guide to Streaming Media".	
	AM	RealNetworks.com, "Streaming Media Glossary".	
	AN	iMedia Networks. iMedia Advertising Services Information Page [online], [retrived on 08/22/2002]. Retrived from the Internet: <URL:http://www.imedia.net/services/advertising/.php>.	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

<sup>1</sup> EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

SF 1441780 v1

